

## ORDER



**Orders**  
**Order / Rev:** 343131  
**Alt Order #:** 06832706  
**Product Desc:** DEAN HELLER  
**Estimate:**  
**Flight Dates:** 09/12/12 - 09/18/12  
**Original Date / Rev:** 07/17/12 / 07/17/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heller/R/Senate  
**Demographic:** A35+  
**Product Codes:** PL State Senate  
**Priority:** P-03  
**Revenue Codes:** AGY-TRANS, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	80	\$22,525.00	\$19,146.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	80	\$22,525.00	\$19,146.25	0.00
<b>Totals</b>	<b>80</b>	<b>\$22,525.00</b>	<b>\$19,146.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTNV - Las Vegas	18%	\$22,525.00
Market	100%	\$125,138.89

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$31,284.72
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$32,536.11
KTUD	1%	\$1,251.39
KVMY	5%	\$6,256.94
KVVU	22%	\$27,530.56
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,754.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	09/12/12	09/14/12	M-F 5-6am Action News	CM	M-F 5-6a (5:00 AM-5:30 AM)	-- WTF--	:30	3	\$125.00	P-05	0.00	NM	3	\$375.00

**KTNV - Las Vegas**

Order / Rev: 343131  
 Alt Order #: 06832706  
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Heller/R/Senate  
 Product Desc: DEAN HELLER  
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KTNV	09/12/12	09/14/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p -- WTF--	:30	3	\$250.00	P-05	0.00	NM	3	\$750.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$250.00		0.00			
14	KTNV	09/17/12	09/18/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p MT-----	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$250.00		0.00			
E 15	KTNV	09/12/12	09/14/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P -- WTF--	:30	3	\$200.00	P-05	0.00	NM	3	\$600.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$200.00		0.00			
E 16	KTNV	09/17/12	09/18/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MT-----	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$200.00		0.00			
17	KTNV	09/12/12	09/14/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P -- WTF--	:30	3	\$200.00	P-05	0.00	NM	3	\$600.00
NEWS AT 330P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$200.00		0.00			
18	KTNV	09/17/12	09/18/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P MT-----	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00
NEWS AT 330P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$200.00		0.00			
E 19	KTNV	09/12/12	09/14/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P -- WTF-- (4:00 PM-4:30 PM)	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$225.00		0.00			
E 20	KTNV	09/17/12	09/18/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:00 PM-4:30 PM)	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$225.00		0.00			
E 21	KTNV	09/12/12	09/14/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P -- WTF-- (4:30 PM-5:00 PM)	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$225.00		0.00			
E 22	KTNV	09/17/12	09/18/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:30 PM-5:00 PM)	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$225.00		0.00			
23	KTNV	09/12/12	09/14/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p -- WTF--	:30	3	\$300.00	P-05	0.00	NM	3	\$900.00
NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--				3	\$300.00		0.00			
24	KTNV	09/17/12	09/18/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MT-----	:30	2	\$300.00	P-05	0.00	NM	2	\$600.00
NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----				2	\$300.00		0.00			
25	KTNV	09/12/12	09/14/12		CM	M-F 6-7p -- WTF--	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00

Order / Rev: 343131  
 Alt Order #: 06832706  
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Heller/R/Senate  
 Product Desc: DEAN HELLER  
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7p Action News (6:00 PM-6:30 PM) NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -- WTF-- 3 \$325.00 0.00														
26	KTNV	09/17/12	09/18/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00
NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 MT----- 2 \$325.00 0.00														
27	KTNV	09/12/12	09/14/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00
NEWS AT 630P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -- WTF-- 3 \$325.00 0.00														
28	KTNV	09/17/12	09/18/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00
NEWS AT 630P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 MT----- 2 \$325.00 0.00														
29	KTNV	09/12/12	09/14/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p (6:30 PM-7:00 PM)	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -- WTF-- 3 \$225.00 0.00														
30	KTNV	09/17/12	09/18/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 MT----- 2 \$225.00 0.00														
E 31	KTNV	09/12/12	09/14/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p -- W- F- -	:30	2	\$600.00	P-03	0.00	NM	2	\$1,200.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -- W- F- - 2 \$600.00 0.00														
E 32	KTNV	09/17/12	09/17/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p M- - - - -	:30	1	\$600.00	P-03	0.00	NM	1	\$600.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M- - - - - 1 \$600.00 0.00														
E 33	KTNV	09/12/12	09/12/12	Wed ABC Prime C revenge	CM	revenge -- W- - - -	:30	1	\$1,350.00	P-03	0.00	NM	1	\$1,350.00
REVENGE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -- W- - - - 1 \$1,350.00 0.00														
34	KTNV	09/15/12	09/16/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA - - - - - SS	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
KTNV 630A WKND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 - - - - - SS 2 \$225.00 0.00														
E 35	KTNV	09/15/12	09/15/12	College Football Primetime College Football Primetime	CM	4p-830p (5:00 PM-8:30 PM)	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
ABC COL FTBL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 - - - - - S- 1 \$1,500.00 0.00														
36	KTNV	09/15/12	09/15/12	Sat 6-6:30p Action News	CM	Sat-6-6:30p - - - - - S-	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
NEWS AT 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 - - - - - S- 1 \$250.00 0.00														
37	KTNV	09/16/12	09/16/12		CM	Sun 6-7p - - - - - S	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00

**KTNV - Las Vegas**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		Sun 6-7p													
		Action News				(6:00 PM-6:30 PM)									
KTNV		SUN EN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	-----S	1	\$300.00	0.00								
													Totals	80	\$22,525.00